```html

# Marketing Campaign Performance Report

## Executive Summary

During the campaign period from July 15 to July 16, 2025, a total of 15 marketing campaigns were executed across various channels including Push Notifications, SMS, In-App, and WhatsApp. The campaigns targeted a cumulative audience of over 1 million users, resulting in over 514,000 impressions and approximately 3,934 clicks. The overall Click-Through Rate (CTR) was 0.77%, indicating moderate engagement levels across the campaigns.

The campaign with the highest CTR was 'PN | 07:30 | Milk offer - WB | 160725', achieving a CTR of 0.98%. However, several campaigns, particularly those delivered via SMS and WhatsApp, recorded a CTR of 0.0%, highlighting potential areas for improvement in engagement strategies. The error breakdown revealed significant issues with global frequency caps and APNS device token errors, which may have impacted campaign performance.

**Overall CTR:** 0.77%

**Top Campaign:** 'PN | 07:30 | Milk offer - WB | 160725' with 0.98% CTR

**Overall Grade:** B-

## Campaign Scorecard (Qualitative Dimensions)

| Dimension | Grade | Summary Notes |
| --- | --- | --- |
| Personalization | C | Limited use of personalized content |
| Segmentation Depth | B | Basic segmentation applied |
| Experimentation | D | Minimal A/B testing observed |
| Campaign Diversity | B | Variety in channels but similar content |

| Dimension | Grade | Summary Notes |
|---|---|---|
| Audience Reach / Rotation | A | Wide audience coverage |
| Creative Variation | C | Predominantly text-only creatives |
| Performance Metrics | B | Moderate CTR with room for improvement |

## Campaign Scorecard (Quantitative Overview)

| Metric | Value |
|---|---|
| Total Campaigns | 15 |
| Total Audience | 1,016,928 |
| Total Impressions | 514,059 |
| Total Clicks | 3,934 |
| Avg CTR | 0.77% |

## Grade Computation Breakdown

| Dimension | Grade | Score | Weight | Weighted Score |
|---|---|---|---|---|
| Personalization | C | 2 | 0.15 | 0.3 |
| Segmentation Depth | B | 3 | 0.15 | 0.45 |
| Experimentation | D | 1 | 0.1 | 0.1 |
| Campaign Diversity | B | 3 | 0.1 | 0.3 |
| Audience Reach / Rotation | A | 4 | 0.2 | 0.8 |
| Creative Variation | C | 2 | 0.1 | 0.2 |
| Performance Metrics | B | 3 | 0.2 | 0.6 |
| Total Score | | | | 2.75 |

| Dimension | Grade | Score | Weight | Weighted Score |
|---|---|---|---|---|
| Overall Grade | B- | | | |

## Personalization

The campaigns exhibited limited personalization, primarily relying on generic messages without tailoring content to individual user preferences. This lack of personalization likely contributed to the moderate engagement levels observed. Future campaigns could benefit from leveraging user data to create more personalized experiences.

## Segmentation Depth

Segmentation was applied at a basic level, targeting broad audience groups. While this approach ensured wide coverage, it may have diluted the effectiveness of the messaging. Implementing more granular segmentation could enhance relevance and engagement.

## Experimentation

There was minimal evidence of experimentation, such as A/B testing, across the campaigns. Experimentation is crucial for optimizing campaign performance and understanding audience preferences. Future campaigns should incorporate more testing to refine strategies.

## Campaign Diversity

The campaigns utilized a variety of channels, including Push Notifications, SMS, In-App, and WhatsApp. However, the content across these channels was relatively uniform, with a heavy reliance on text-only creatives. Introducing more diverse content formats could improve engagement.

## Audience Reach / Rotation

The campaigns successfully reached a wide audience, with over 1 million users targeted. This broad reach is a positive aspect, but ensuring message relevance through better segmentation and personalization is essential to maximize impact.

### Creative Variation

Creative variation was limited, with most campaigns using text-only formats. Incorporating a mix of images, videos, and interactive elements could enhance user engagement and improve CTR.

### Performance Metrics

The overall performance metrics indicate a moderate CTR of 0.77%. While some campaigns performed well, others, particularly those on SMS and WhatsApp, showed no engagement. Addressing technical issues and enhancing content relevance could improve these metrics.

## Missed Opportunities

| Area | Why It Matters |
| --- | --- |
| Personalization | Enhances user engagement and relevance |
| A/B Testing | Optimizes campaign performance |
| Creative Formats | Increases user interaction and interest |

## Tactical Recommendations

| Area | Action Item |
| --- | --- |
| Personalization | Implement dynamic content based on user data |
| A/B Testing | Conduct regular tests to refine strategies |
| Creative Formats | Incorporate images and videos in campaigns |

Niti AI can help implement these recommendations through agent-based automation, without adding operational load.

# Campaign Assistant Access

The Campaign Assistant is designed to streamline campaign management by providing insights and automation tools. It can assist in optimizing targeting strategies, personalizing content, and conducting A/B testing. Access the assistant through the marketing dashboard for enhanced campaign performance.

## Campaign Dataset Summary

| Campaign Name | Date | Region | Impressions | Clicks | CTR (%) | Headline | Text |
|---|---|---|---|---|---|---|---|
| PN \| 17:15 \| CT - WB \| 150725 | 2025-07-15 | N/A | 44161 | 365 | 0.83% | 😊 ✉1 কেজি আলু আজ 1 টাকা! | ভাবলেন ভুল পড়লেন? না, একদম সত্যি! এখনই কিনুন!😲 |
| PN \| 18:30 \| Milk offer - JHCG \| 150725 | 2025-07-15 | N/A | 64596 | 435 | 0.67% | 🥛 সির্ফ ₹19 में 500ml দুধ! | ✨ দুধ পীজিয়ে और পैसे भी বচাইয়ে! |
| PN \| 18:40 \| Milk offer - WB \| 150725 | 2025-07-15 | N/A | 26144 | 164 | 0.63% | 19 টাকায় নিন 500 ml দুধ! 🥛 | 🥛 ⚖ জলের দরে দুধের পুষ্টি! |
| PN \| 19:30 \| CT - JHCG \| 150725 | 2025-07-15 | N/A | 107259 | 767 | 0.72% | 🛒 ₹1 में উপবাস কী পূরী থালী তৈয়ার! | সাবূদানা, মূংফলী, সেंধা নমক, অমূল মস্তী দহী – সব ApnaMart পর উপলব্ধ! |

| Campaign Name | Date | Region | Impressions | Clicks | CTR (%) | Headline | Text |
|---|---|---|---|---|---|---|---|
| PN | 19:40 | CT - WB | 150725 | 2025-07-15 | N/A | 44964 | 184 | 0.41% | উপোসের খাবার যদি ₹1-এ পান?🏹☕ | 🏃 📦 JK Sabudana Small Moti 250g, চিনেবাদাম, সনধক নুন, আমুল মস্তি দই - এখনই কিনুন পরের সোমবারের জন্য! |
| PN | 20:50 | CT - WB | 150725 | 2025-07-15 | N/A | 44757 | 297 | 0.66% | আজ ₹1-এ অনেক কিছু পাওয়া যাচ্ছে! | 🕐 🛍️ এখনও সময় আছে একটি! স্টোর খোলা রাত 11টা পর্যন্ত! তাড়াতাড়ি অর্ডার দিন! |

## Grading Methodology

# Grade Scale

| Letter Grade | Score Range |
|---|---|
| A | 3.5 - 4.0 |

| Letter Grade | Score Range |
| --- | --- |
| B | 2.5 - 3.4 |
| C | 1.5 - 2.4 |
| D | 0.5 - 1.4 |
| F | 0.0 - 0.4 |

## Grade Weights

| Dimension | Weight |
| --- | --- |
| Personalization | 0.15 |
| Segmentation Depth | 0.15 |
| Experimentation | 0.10 |
| Campaign Diversity | 0.10 |
| Audience Reach / Rotation | 0.20 |
| Creative Variation | 0.10 |
| Performance Metrics | 0.20 |

```